REMARKS

The foregoing Amendment is responsive to the Final Office Action mailed on March 12, 2003, and is being submitted together with a Request for Continued Examination.

By the foregoing amendment, several of the claims have been amended to clarify certain aspects of the invention. For example, some of the claims have been amended to clarify that the information about related orders is being displayed on catalog pages that provide an option to select specific products for purchase (as opposed, for example, to pages used strictly for viewing order histories and other account information). Applicants have also canceled Claims 13-26, 31, 40, and 41 and have added new Claims 46-49. No new matter has been added.

Claims 1-12, 27-30 and 32-39 and 42-44 stand rejected under section 102(e) as being anticipated by US 2002/0007321 A1 to Burton. For the reasons set forth below, Applicants submit that the pending claims, as amended herein, are patentably distinct from Burton.

I.   Discussion of Burton

Burton discloses an Internet-based system through which users can place food orders with a variety of participating restaurants. A user of the system can specify one or more addresses or "locations" for receiving food deliveries (see Figure 59), and have this location information stored within the system's database. When a new location is entered by a user, the system uses a "geozoning engine" to map the new location to corresponding geographic coordinates. This allows the system to provide the user with a list of those restaurants that are close to the user's delivery location.

Figures 35-39 depict a user interface through which the user can create and place an order with a selected restaurant. Initially, the user accesses a "Select a Location" screen (Figure 35) to select from a personal list of delivery locations. Once a location has been selected, the user views a "Select Restaurant" screen (Figure 36) through which the user can view a list of restaurants corresponding to the selected location, and can select a restaurant from this list. The user can also apparently filter or search the list by cuisine type, service type, or name. Once a restaurant has been selected, the user can apparently proceed to a "Place an Order" screen (Figure 37). Using this screen, the user can view and select items from the menu of the selected restaurant to create an order. Once the order is complete, the use can select the "checkout"

button 2216 to proceed to a "Confirm Your Order" screen (Figure 38), which allows the user to view the order and make changes, if desired. If the order information is correct, the user can apparently select the "next" button 2020 to accept the displayed information.

Figure 39 illustrates a "Select a Location" screen with order history information displayed on the right hand side. The order history information is apparently displayed in response to the user selecting the "order history" link 2016 while viewing the Select a Location screen (see Figure 35, which displays the "Select a Location" screen without order history information). The "order history" links are displayed in various screens of the customer interface (see, for example, Figures 35-39). Using the scroll bar shown at the right of Figure 39, the user can apparently scroll through a chronological listing of his or her order history, and select specific orders to review corresponding account details.

According to the Examiner, the order history information shown in Figure 39 is displayed in response to the user selecting a corresponding delivery location, and corresponds to that delivery location. Specifically, the Examiner states the following:

> In Figure 39, an illustrative display shows user information about past orders, favorite orders and receives user indications. Where as part of the display, the system provides a list of location to be chosen by the user; the user chooses a location titled "Acme." *As the user's chooses the location, an order history appears pertaining to the chosen location "Acme."* Within the order history display, a more detailed area is shown pertaining to the history and accounting details for that order.. (Final Office Action at page 4, lines 9-15, emphasis added.)

Applicants respectfully disagree with the Examiner's assertion that the order history information in Figure 39 is displayed in response to the user's selection of a location. Rather, as indicated above, the order history appears to be displayed in response to the customer's selection of the "order history" link 2016. This is evident from the screen display in Figure 35, in which a location is highlighted in the Select a Location box (for the same user and location of Figure 39) yet no order history information is displayed. Indeed, there would apparently be no reason to

provide an "order history" link throughout the various screen displays if order history information were displayed automatically as suggested by the Examiner.

Applicants also disagree with the Examiner's apparent position that the order history information displayed in Figure 39 is based on the particular location selected by the user. To the contrary, as is evident by the entry for the location "Altex" in Figure 39, the order histories appear to be displayed chronologically, and do not appear to be filtered based on the currently selected location. This absence of filtering is also evident from Figure 65, in which *none* of the orders listed in the order history area corresponds to the selected location, "jd office." The three Acme orders in the example of Figure 39 are thus apparently listed only because these orders temporally precede the "Altex – Sushi Connection" order being viewed by the user, and not because the location "Acme" is highlighted in the selection box.

The customer interface disclosed in Burton thus appears to display order history information in a way that is similar to the prior art methods described in the "Background" section of the present application (see present application at page 1, lines 17-31). Specifically, the customer apparently must select an "order history" link which causes the entire order history to be displayed chronologically.

The Examiner also relies on Figures 62-65 of Burton in rejecting some of the claims. These figures illustrate a feature in which a customer can save a "favorite order" for subsequent use (see Figure 63). The user can apparently view and select from his or her personal list of favorite orders by selecting a "favorite orders" link 2016 displayed at the top of the customer interface.

The Examiner also relies on the disclosure in Burton of certain administrative features through which an administrative user can generate a customized report of orders placed by users of the system. For example, the administrative user can apparently generate a report of all orders placed by a particular user or set of users. See Burton at paragraph 255 and Figure 40. These reports are apparently displayed separately from the catalog pages that are used to generate and place orders from restaurants, and apparently are not accessible to non-administrative users of the system.

Burton fails to disclose or suggest many of the features disclosed in the present application. For example, Burton does not disclose or suggest presenting to a user context-

dependent order history information that is selected based on the product or products currently being viewed by the user within a catalog. In addition, Burton does not disclose or suggest displaying such information without requiring the user to request order history information; rather, in the system of Burton, the user apparently must select an "order history" link, or generate a report, to view order history information.

Further, Burton does not disclose or suggest supplementing a requested product detail page with information about the related, prior order or orders, as required by some of the claims. In this regard, Figures 39 and 65 of Burton do not depict product detail pages (note that a product detail page is defined in the specification as "a page dedicated primarily to a particular product;" see page 5, line 16 of the present application). As disclosed in the present application, one of the benefits of this feature, in Applicants' preferred embodiment, is that the customer can efficiently determine the status of an order by conducting a search for, or otherwise navigating to, the detail page for the ordered product, without having to access and navigate an "accounts" area. See present application at page 6, lines 1-4.

Burton also fails to accomplish one of the important objectives of Applicants' system—namely that of assisting users in avoiding redundant or otherwise undesirable purchases of products. This is accomplished in Applicants' preferred embodiment by displaying prior order information within the catalog pages to which such order information pertains, so that the customer is notified of prior purchases that may affect the customer's need or desire to order the displayed product. See present application at page 5, line 30 to page 6, line 1. In connection with this aspect of the invention, Applicants have amended some of the claims to require that the information about prior orders be displayed on a page that provides an option for the user to select a product for purchase.

II.   Discussion of Rejected Independent Claims

In view of the foregoing, Applicants respectfully submit that Burton does not disclose all of the claim limitations of any independent claim. The following are examples of claim limitations that are not disclosed by Burton.

Claim 1

With respect to Claim 1, as amended herein, Burton does not disclose the following combination of limitations: "receiving a request from an online customer for a portion of the electronic catalog, wherein the portion corresponds to a subset of the products represented within the electronic catalog and provides functionality for selecting a product for purchase;" "identifying a related order previously placed by the customer, said related order being related to the subset of products;" and "supplementing the portion of the electronic catalog with information about the related order."

As explained above, the customer interface disclosed in Burton does not attempt to identify an order that is related to a subset of products to which a requested portion of the electronic catalog corresponds. Rather, the customer interface appears to display the user's entire order history in a scrollable form, without regard to any products currently being viewed by the user. The above limitations also do not read on the administrative report-generation disclosure of Burton because, for example, the use of this report generation feature does not involve "receiving a request from an online customer for a portion of the electronic catalog, wherein the portion corresponds to a subset of the products represented within the electronic catalog and provides functionality for selecting a product for purchase."

Burton also fails to disclose a method in which "information about previous orders is presented to the customer contextually during browsing of the electronic catalog without requiring the customer to explicitly request order history information."

Claim 27

With respect to independent Claim 27, as amended herein, Burton does not disclose a server system that is "responsive to a request from a customer for a page from the electronic catalog by supplementing the page with information about a related order placed by the customer, said page being a catalog page that provides a user option to select a product for purchase, whereby customers are presented with context-dependent information about related orders during browsing of the electronic catalog, said context-dependent information being displayed without requiring the customers to explicitly request order history information."

Claim 32

With respect to independent Claim 32, Burton does not disclose "supplementing the product detail page with at least an indication that the user previously ordered the first product" within the context of the other claim limitations. In this regard, none of the figures referenced by the Examiner shows a "product detail page" as set forth in the claim.

Because each independent claim recites one or more limitations that are not disclosed by Burton, Applicants respectfully submit that the art-based rejections of the pending independent and dependent claims should be withdrawn.

III. Discussion of Rejected Dependent Claims

The rejected dependent claims are patentable because of their respective dependencies from allowable independent claims. In addition, many of the dependent claims are directed to features that provide additional patentable distinctions over Burton. The following are examples of such features:

- Supplementing a product detail page for a first product with information about a related order previously placed by the customer for the first product, as defined in Claims 4 and 28. As discussed above, this feature of the invention may be used, for example, (1) to assist customers in avoiding unintentionally re-ordering products they have already purchased, and/or (2) to allow a customer to retrieve order status information by navigating to the same location (product detail page) used to place the order.

- Supplementing the electronic catalog with an indication that a product represented therein is incompatible with a related product previously purchased by the customer, as defined in Claim 6.

If the rejections of these and the other dependent claims are maintained, the Examiner is respectfully requested to identify the specific section(s) of Burton relied on in rejecting each such dependent claim.
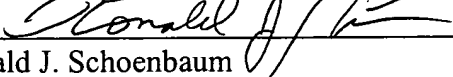
IV. Conclusion

For the reasons set forth above, Applicants request that the outstanding rejections be withdrawn.

If any issues remain which can potentially be resolved by telephone, the Examiner is invited to call the undersigned attorney of record at his direct dial number of 949-721-2950.

Respectfully submitted,

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